



2.08 Managing and Staging Events

Events take place outside the ordinary day-to-day running of an organisation and whether a sports day, festival or national competition they add excitement and interest to sport.

Making an event work can be a complex task but it's really satisfying when it succeeds, not only for the participants but for the organisers as well.

Where to start

Your aims and objectives can be written into an Event Plan.

If your project involves staging an event, the documentation that you submit to Sport England must include an Event Plan to cater for all eventualities.

The first phase of event planning should answer some key questions:

- + Why is your event being held?
- + What are the aims and objectives of your event?
- + When will your event be held, how long will it last?
- + Is your event affordable?

From this you can begin to plan:

- + A suitable time when there are no conflicting events.
- + Some dates when your venue is available.

Timing is crucial. Start your plans as soon as you can in order to give yourself sufficient planning time.

Your financial plan will need to balance the cost of running your event against any existing funds and prospective income. It may be wise to consult people who have financial or events management expertise for advice.

Management structure

Your **Event Committee** can appoint an event coordinator to guide and steer your event. To be effective, an event committee and coordinator must be able to work to a clear event plan. It is vital that everyone understands and agrees with your event plan.

Who else needs to be involved?

- + Who are the key people required to plan and run your event?
- + Do they belong to the organisation or will you need to recruit people externally?

Event planning

Consider the main tasks:

- + How can your aims and objectives be achieved?
- + What key activities need to be completed?
- + How will responsibility for working to the plan be shared between individuals or working groups?
- + What deadlines need to be met?

Depending on the size and type of event, your Event Plan may need to include details about the following:

- + **Facilities.** Including location, access, capacity for players and spectators, safety and disabled access, timing and availability.
- + **Equipment.** Including quantity, quality and safety.
- + **Staffing.** Including numbers, availability, qualifications and safety.
- + **Support services.** Including transport, cleaning, security and catering.
- + **Administration.** Including rules, insurance and budgets.
- + **Presentations/media.** Including announcers, publicity and hospitality.
- + **Insurance.** Always check your insurance details thoroughly and seek written confirmation of agreements made with other parties.
- + **Health and safety issues.**
- + **Child protection.**
- + **Cancellation.**
- + **Post event clear up.**

Your Event Plan should cover the 'what', 'who', 'when' and 'how' of the project. The following example shows how a tennis tournament might be planned.

The Tunbridge Wells Open Tournament – 11th October 2004

Who	What	How	When	Comments
Sue	Organise tournament officials	Contact British Tennis Umpires Association	10 months before	Provide Sue with contact number for British Tennis Umpires Association
Sue	Make tournament draw	Seed by ratings and pull names from hat	1 week before	
Sue	Write letters of thanks to sponsors		Post event	
Jeff	Promotional poster	Jeff will design the poster, approve with club and send to printer	8 months before	Provide Jeff with club logo

From your Event Plan you can establish an overall time frame for your event. Make sure you include all the key activities, and consider them against key milestones: for example, all promotional activities and entry forms must be sent out well in advance of the closing date for entries.

Date	Task	Completed by date	Sign off
October 2003	Initial planning phase	1st December	<input type="checkbox"/>
December 2003	Organise officials	10th December	<input type="checkbox"/>
February 2004	Design promotional poster	1st March	<input type="checkbox"/>
October 2004	Publish tournament draw	4th October	<input type="checkbox"/>
Post event	Send letters of thanks to sponsors	20th October	<input type="checkbox"/>

Make sure you have enough time to deal with important details in the planning stage, such as insurance, and on the day, such as first aid or clearing up.

Publicity

You need to make sure people get to know about your event.

It is important to allocate enough time and resources to plan and distribute your publicity effectively. Publicity is a crucial element of the overall plan.

Methods for publicising your event may include:

- + press advertising or articles
- + posters/leaflets
- + radio and TV
- + letters/direct mailing
- + invitations.

All publicity materials should be of good quality, and should answer the following questions:

- + Does the publicity attract attention?
- + Does it arouse interest in the event?
- + Does it create a desire to go to the event?
- + Does it promote action? (ie going to the event)

On the day of your event good preparation should ensure that things go according to plan and contingencies should be in place should anything go wrong. **The satisfaction of running an exciting and successful event will be a fantastic reward for all the effort and hard work of planning.**

Further help

Your local sports development office can also offer support. **Contact your local authority for more information.**



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